



The Big Issue is an independent current affairs magazine sold by disadvantaged and homeless people on the Streets of Melbourne, Sydney, Brisbane, Adelaide, Perth, Canberra and regional Victoria. It is published fortnightly and provides vendors with an income and the opportunity to interact with the community. The Big Issue has over 139,000\* readers every fortnight and a circulation of more than 30,000 per issue.

Readers profile \* 47% male / 53% female (skewed slightly to women)  
 61% are between the ages of 18 and 39 47% have a household income of more than \$70K per year  
 48% are in the AB socio-economic group 66% have a diploma or degree 34% are Professionals or Managers  
 90% live in metropolitan areas 40% live in Melbourne, 30% in Sydney

\* Source: Roy Morgan Readership Survey, June 2009

**Since its launch in 1996, The Big Issue vendors around Australia have sold over 5 million magazines!**

### Rate Card

(AU\$ - GST exclusive)

Bookings	Single (Base Rates)	x4 (10% Discount)	x8 (20% Discount)	NFP/Charity (60% Discount)
Double page spread	3,855	3,470	3,085	1,550
Full page	2,490	2,240	1,990	995
Half page	1,370	1,230	1,095	550
Outside back	3,300	2,970	2,640	N/A
Inside back	2,900	2,610	2,320	N/A
Inside cover spread	4,300	3,870	3,440	N/A
Inserts	\$180 per thousand			

### Mechanical Specs

(mm/trim)

Full Pg Ad: 180mm (w) x 235mm (h) - no bleed  
 Half Pg Ad Horizontal: 180mm (w) x 115mm (h) - no bleed  
 Double Pg Spread: 420mm (w) x 270mm (h) - 5mm bleed (all edges)

- PDF is the preferred format for supplied artwork.
- Dimensions must be accurate.
- Files must be Mac compatible.
- All fonts must be embedded or converted to outlines. If this can't be done, both screen and printer fonts must be supplied with the artwork.
- All images must be embedded.
- The artwork must be saved in CMYK at 300dpi.
- Artwork files to be emailed to [john@bigissue.org.au](mailto:john@bigissue.org.au)

Advertising queries contact John 03 9663 9136 or [john@bigissue.org.au](mailto:john@bigissue.org.au)

Helping people help themselves.



## The Big Issue Magazine Production Schedule

<b>Edition</b>	<b>Notes</b>	<b>Release Date (Friday)</b>	<b>Advertising Material Deadline (Friday)</b>	<b>Production Print Deadline (Tuesday)</b>
347		29-Jan-10	22-Jan-10	26-Jan-10
348		12-Feb-10	05-Feb-10	09-Feb-10
349		26-Feb-10	19-Feb-10	23-Feb-10
350		12-Mar-10	05-Mar-10	09-Mar-10
351		26-Mar-10	19-Mar-10	23-Mar-10
352		09-Apr-10	02-Apr-10	06-Apr-10
353		23-Apr-10	16-Apr-10	20-Apr-10
354		07-May-10	30-Apr-10	04-May-10
355		21-May-10	14-May-10	18-May-10
356		04-Jun-10	28-May-10	01-Jun-10
357		18-Jun-10	11-Jun-10	15-Jun-10
358		02-Jul-10	25-Jun-10	29-Jun-10
359		16-Jul-10	09-Jul-10	13-Jul-10
360		30-Jul-10	23-Jul-10	27-Jul-10
361		13-Aug-10	06-Aug-10	10-Aug-10
362		27-Aug-10	20-Aug-10	24-Aug-10
363		10-Sep-10	03-Sep-10	07-Sep-10
364		24-Sep-10	17-Sep-10	21-Sep-10
365		08-Oct-10	01-Oct-10	05-Oct-10
366		22-Oct-10	15-Oct-10	19-Oct-10
367		05-Nov-10	29-Oct-10	02-Nov-10
368		19-Nov-10	12-Nov-10	16-Nov-10
369	Xmas Ed	03-Dec-10	26-Nov-10	30-Nov-10
370	Summer Ed	24-Dec-10	10-Dec-10	14-Dec-10
371		14-Jan-11	24-Dec-10	28-Dec-10
372		28-Jan-11	07-Jan-11	11-Jan-11

**Please ensure consideration of public holidays and key dates  
when considering editions, print runs and the distribution of magazine.**